



# Green Development Initiative

Conserving our planet, hectare by hectare

In 2008, the Parties to the **Convention on Biological Diversity (CBD)** agreed to enhance engagement with the business community and to explore new and innovative financing mechanisms for biodiversity. In 2010, the Parties further agreed that the private sector needs to be engaged and that the mobilisation of financial resources should increase substantially.

In response, the **Green Development Initiative (GDI)** was established to increase the level of private sector support for biodiversity through a voluntary, transparent, accountable, market-based scheme which will facilitate direct payments for conservation and development outcomes on the ground.

The GDI intends to establish an international, CBD-compliant standard and certification system for **biodiversity-responsible land management**.

**The GDI standard** combines the objectives of the CBD with best practice for environmental management systems. In so doing, it ensures that **GDI-certified hectares** are managed to deliver conservation and development outcomes on the ground.

**GDI certification** will enable the private sector to support land managers directly for their efforts to conserve biodiversity, use biological resources sustainably and equitably, and promote economic and social development.

## The GDI Standard

Conservation of biodiversity	Assess baseline, consult stakeholders
Sustainable & equitable use	Manage biodiversity activities
Economic & social development	Monitor, evaluate, report

Regarding the **demand for GDI certification**, research has identified several drivers for engaging businesses, investors and consumers. Businesses may seek GDI certification for areas around their facilities or areas relevant to their supply chains. Investors may value GDI certification for ensuring the integrity of their agricultural or forest land holdings. Consumers may wish to purchase products from GDI-certified areas. Responsible companies or individuals may also wish to directly support the efforts of GDI-certified rural conservation and development projects.

To field test the GDI approach and learn lessons, a **pilot programme** is now under development. This pilot programme will explore how GDI certification can be applied to a range of landscapes and land

uses such as restored rainforests in Brazil, protected areas in Europe, cocoa plantations in Ghana, soy farms in India, savannahs in Kenya, agro-forests in Mozambique, community-managed drylands in Namibia, mangroves in Nigeria, protected islands in the Solomons, wetlands in Tanzania, and coral reefs in Yemen.

Next steps include the release of Version 1 of the draft **GDI Reference Guide** (scheduled for early January 2012) and securing additional financing for the two-year, proof-of-concept pilot phase. Stakeholder consultations will also continue in 2012, notably in the context of key international conferences on conservation and development such as Rio+20, IUCN WCC5 and CBD COP11. A 4<sup>th</sup> Expert Meeting on the GDI is planned for March in Quito.

**We welcome your engagement & support!**

Please visit us at [gdi.earthmind.net](http://gdi.earthmind.net) or email us at [gdi@earthmind.net](mailto:gdi@earthmind.net).